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Motorcyclist Conspicuity Campaign Overview Fact Sheet

- The Department of Highway Safety and Motor Vehicles (DHSMV) and the Florida Rider Training Program (FRTP) are launching a statewide conspicuity campaign to promote motorcycle awareness and safety. This campaign will run through September 2008.
- The 2006 Florida Traffic Crash Statistics Report shows that while only 5.22 percent of the Florida driving population is motorcyclists, 16.3 percent of all traffic fatalities were motorcycle drivers.
- Lacking the structural safety advantages of an automobile or truck, motorcyclists are more likely to suffer severe injury or death when involved in a traffic crash.
- Research suggests that motorcyclists who make themselves more visible, or “conspicuous,” are less likely to have their right-of-way violated by other vehicles on the roadways.
- Motorcyclists are encouraged to not only become more conspicuous but to focus on safe, legal riding through obtaining a motorcycle endorsement.
- The motorcycle awareness campaign is federally funded with \$70,000 in grant money provided to the Florida Department of Highway Safety and Motor Vehicles by the Florida Department of Transportation (FDOT). This effort includes a combination of high-visibility press conferences in addition to movie theatre and magazine advertisements.

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